

Partnering for growth

Kim Poder, EVP & Chief Commercial Officer

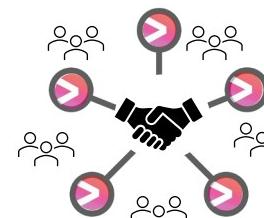
The Viaplay growth story



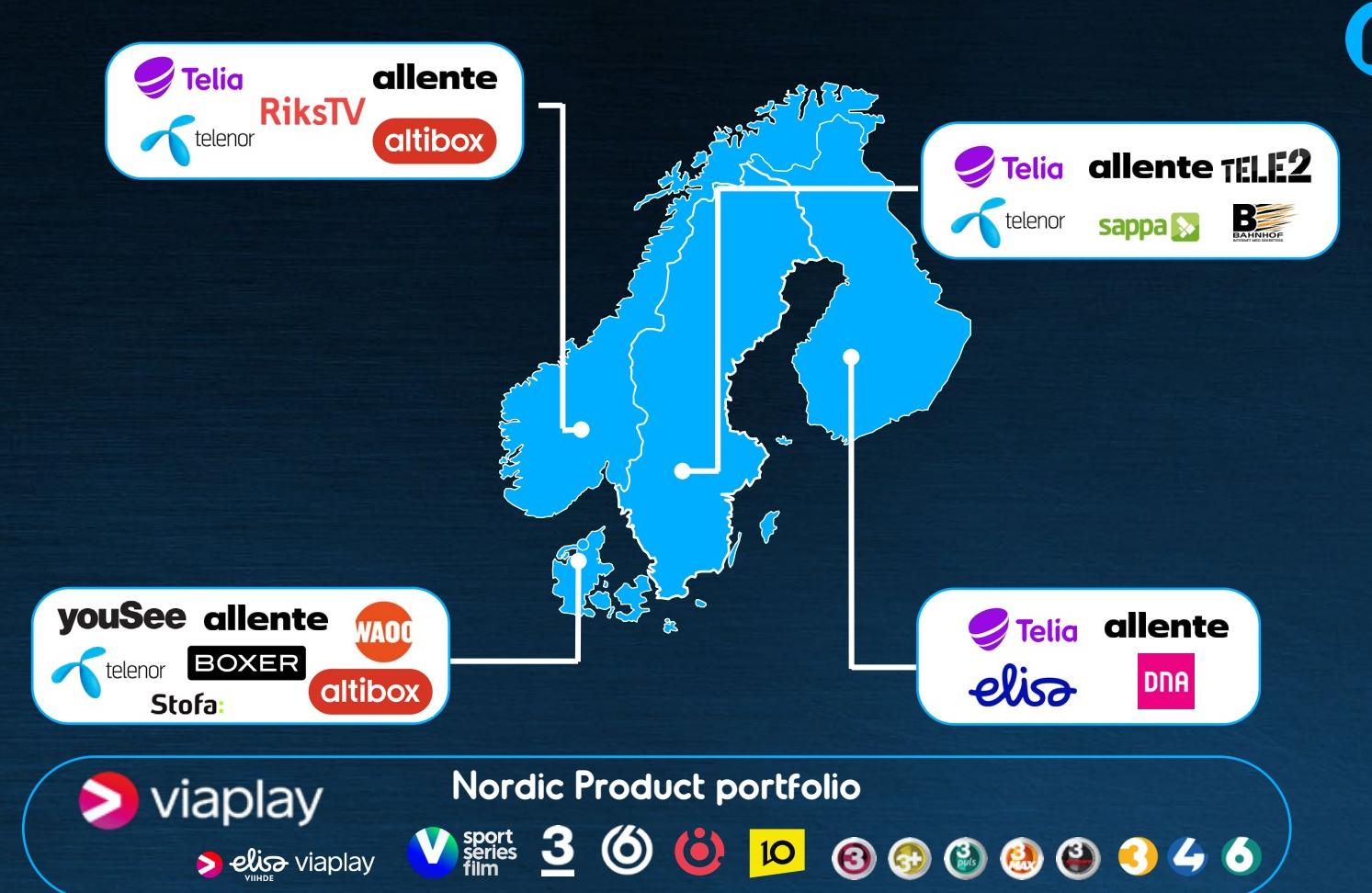
D2C distribution



B2B distribution



SEK 34bn pay-TV market with 13m households



Major opportunity for partnership growth



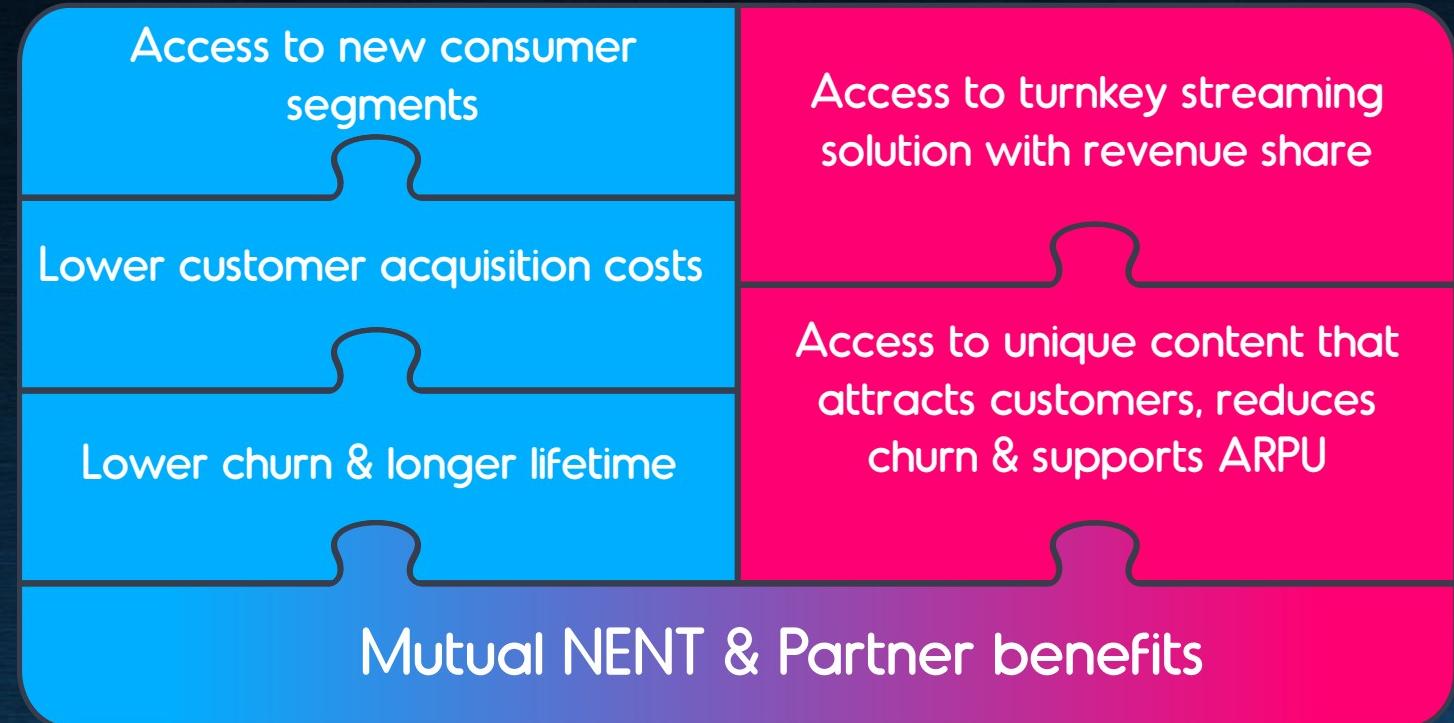
Clear majority of Nordic pay-TV operator subscription revenue from linear channels



Operators adapting to shift in customer behaviour to favour streaming services



Enabling Viaplay to reach new & loyal subscriber segments



New multi-year partnership

THOSE WHO KILL

Include Viaplay in your TV package

Watch 'Those Who Kill' on Viaplay



youSee

 viaplay



JV opens up broad distribution

1

More than two-thirds of allente subscribers now have access to Viaplay

2

Extending Viaplay's reach beyond the typical D2C footprint

allente

A viaplay ORIGINAL

MAX ANGER

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viaplay

series & film

V series & film

>150m households in new markets



130M
83%

Households
SVOD penetration

8M
48%



13.8M
23%

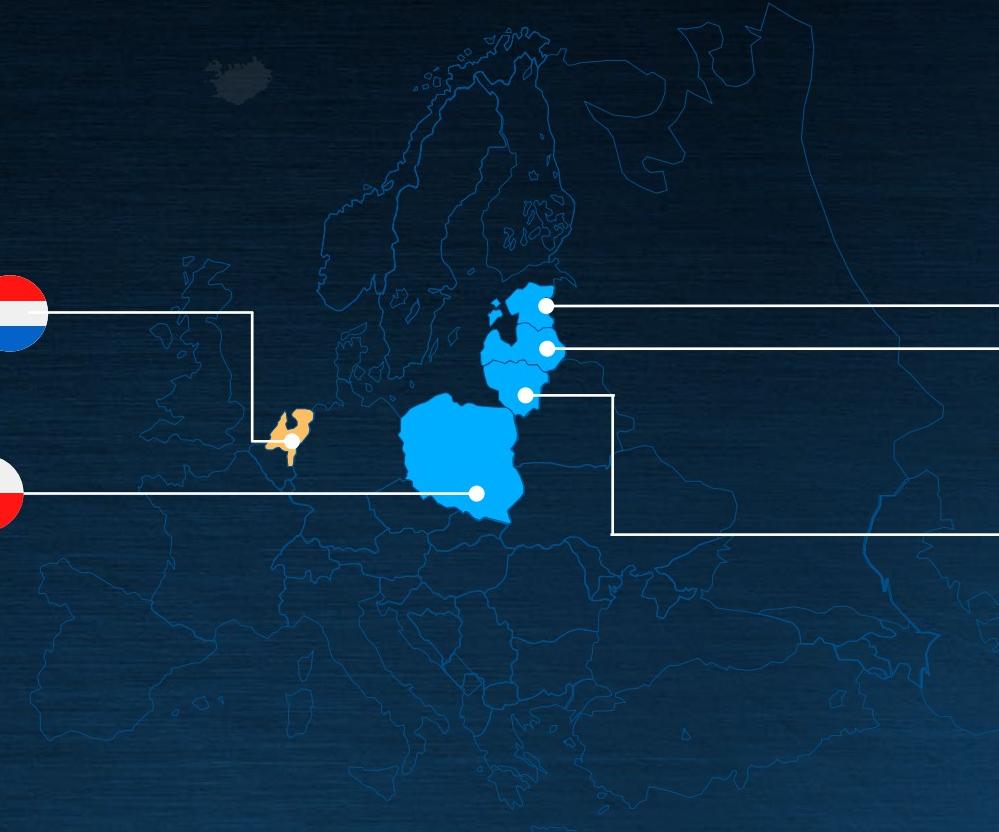


1.2M
20%

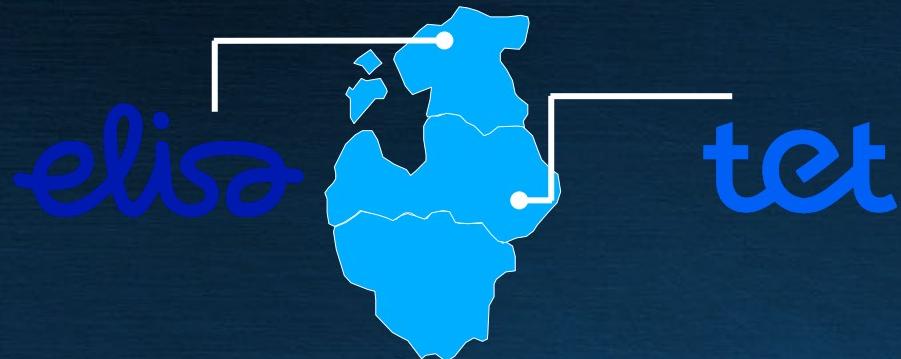
0.6M
22%

1.2M
21%

1M
21%



Partnerships already in place...





...including strong agreements with major Polish players



15M
mobile subscribers

Hard bundled for new
PLAY NOW TV subs

Marketed to broader
customer base



1.7M
TV subscribers

Marketed as add-on
subscription

App available on Android
set-top box



1.5M
TV subscribers

Made available in
multiple bundles

App to be launched
on set-top box



With more opportunities to come



World's largest SVOD market with well-established partnership models that can create high demand for Nordic content



One of Europe's most developed broadband markets that also has highly competitive mobile & TV landscapes – ideal for partnering



Key takeaways

Unique content proposition is key to D2C growth & makes Viaplay attractive to B2B

Major opportunity for Viaplay with partners who expect streaming to replace linear

Partnerships are a major driver of further growth

Demand for Viaplay content is already high prior to launch in new markets